

QUESTIONNAIRE

**This is YOUR community,
define your vision for it!**

Using a one to five scale where "1" means "not at all important" and "5" means "very important", rate how important you feel the following are for the City of Scottsdale.

1. The Most Important Characteristics of the City are:

| | Not at all Important | | | Very Important | | |
|----------------------------------|----------------------|---|---|----------------|---|--|
| | 1 | 2 | 3 | 4 | 5 | |
| Public facilities and services | | | | | | |
| Arts and culture | | | | | | |
| Physical appearance | | | | | | |
| Open space and land preservation | | | | | | |
| High quality of life | | | | | | |
| Safety | | | | | | |
| Community and neighbors | | | | | | |
| Convenience/Access | | | | | | |

2. Importance of Issues as Scottsdale Matures and Grows:

| | Not at all Important | | | Very Important | | |
|---|----------------------|---|---|----------------|---|--|
| | 1 | 2 | 3 | 4 | 5 | |
| Public Services (waste, water, sewer, etc.) | | | | | | |
| Public Facilities (libraries, rec. center, senior center) | | | | | | |
| Preservation of historic buildings and sites | | | | | | |
| Public open space | | | | | | |
| Low to moderately priced housing | | | | | | |
| Public transit | | | | | | |
| Concentrated areas of employment/work sites | | | | | | |
| Development of special areas such as resorts or medical offices | | | | | | |

3. Scottsdale Should be Known for:

| | Not at all Important | | | Very Important | | |
|--------------------------------|----------------------|---|---|----------------|---|--|
| | 1 | 2 | 3 | 4 | 5 | |
| Sonoran desert | | | | | | |
| Resort community | | | | | | |
| Arts and culture | | | | | | |
| Health and research | | | | | | |
| Sustainable community | | | | | | |
| Outdoor recreational community | | | | | | |
| Other _____ | | | | | | |

4. Importance of Housing Choices:

| | Not at all Important | | | Very Important | | |
|--|----------------------|---|---|----------------|---|--|
| | 1 | 2 | 3 | 4 | 5 | |
| (House, apartment, condo, townhouse, etc.) | | | | | | |

Would you say you strongly agree, agree, are neutral, disagree, or strongly disagree with the following topics?

5. Areas of Scottsdale in Greatest Need of Improvement:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Downtown Scottsdale | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| McDowell Road corridor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Established, older areas | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shea Blvd./Scottsdale Rd. commercial area | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Greater Airport | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Scottsdale Rd. north of the Loop 101 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The General Plan is the overarching policy document for the city.

Your insight is a valued tool used to develop the General Plan for Scottsdale's future.

COMPLETE THE QUESTIONNAIRE ONLINE

www.scottsdaleaz.gov/generalplan/update

OR RETURN BY MAIL

Advance Planning Services, 7506 E. Indian School Rd., Scottsdale AZ. 85251

DEADLINE

Please return questionnaire by December 31, 2009



Would you say you strongly agree, agree, are neutral, disagree, or strongly disagree with the following topics?

6. Solutions to Help Scottsdale Residents Move about the City:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Improve pedestrian accommodations such as sidewalks, paths, shade, etc. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Develop alternative transportation modes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Provide longer crosswalk signal times | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other _____ | | | | | |

7. Higher Density Development Should be Encouraged in:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Downtown Scottsdale | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Along the resort/office employment corridors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Along Indian Bend Wash | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| McDowell Road corridor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Within the Airpark | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shea/Scottsdale Road corridor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. Improve the Usefulness of Public Transit in Scottsdale:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Revitalize mature areas of the city that already have a higher concentration of people and businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Provide incentives for developers and builders to focus new development in already established areas | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Concentrate future city development along major streets | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other _____ | | | | | |

9. Encourage Development of Recreation Facilities:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Bikeways | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recreation corridors like the Indian Bend Wash | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Passive open space like the McDowell Sonoran Preserve | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Senior or Community Centers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Active recreation sites for activities (basketball, tennis, football, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Golf courses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. What should Scottsdale's Values Be:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Commitment to sustainability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Preserving livable neighborhoods | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Facilitating human connections | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Respecting the environment and preserving the desert | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Respecting cultural heritage | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Coordination of transportation options and decreasing automobile travel | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Maintaining high standards of aesthetics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Embracing change | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Promoting growth that serves community needs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Embracing diversity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Economic Vitality | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other _____ | | | | | |

This information will be used for statistical purposes only. Please check all that apply.

Occupational Category

| | |
|----------------------------------|--------------------------|
| Business | <input type="checkbox"/> |
| Tourism | <input type="checkbox"/> |
| Entertainment | <input type="checkbox"/> |
| Education | <input type="checkbox"/> |
| Financial | <input type="checkbox"/> |
| Health Care | <input type="checkbox"/> |
| Real Estate (Realtor, developer) | <input type="checkbox"/> |
| Homemaker | <input type="checkbox"/> |
| Retired | <input type="checkbox"/> |
| Student | <input type="checkbox"/> |
| Other _____ | |

Ethnic Group

| | |
|------------------|--------------------------|
| African American | <input type="checkbox"/> |
| Asian | <input type="checkbox"/> |
| Caucasian | <input type="checkbox"/> |
| Hispanic | <input type="checkbox"/> |
| Native American | <input type="checkbox"/> |
| Other _____ | |

Community Affiliation

| | |
|----------------------|--------------------------|
| Resident (Full-time) | <input type="checkbox"/> |
| Resident (Seasonal) | <input type="checkbox"/> |
| Visitor | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> |
| Property Owner | <input type="checkbox"/> |

Age Group

| | |
|------------|--------------------------|
| 17 + under | <input type="checkbox"/> |
| 18 to 25 | <input type="checkbox"/> |
| 26 to 40 | <input type="checkbox"/> |
| 41 to 65 | <input type="checkbox"/> |
| Over 65 | <input type="checkbox"/> |

Gender

| | |
|--------|--------------------------|
| Male | <input type="checkbox"/> |
| Female | <input type="checkbox"/> |